ORDER

Orders	Order / Rev:	106562	<u></u>	
	Alt Order #:	06852078		
	Product Desc:	Issue	_	
	Estimate:	1770	_	KSNV
	Flight Dates:	09/13/12 - 09/22/12	Primary AE:	Arny McCreary
	Original Date / Rev:	09/12/12 / 09/14/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
-	Buying Contact:		Billing Type:	Cash
	Billing Contact:		— Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission;	15%
Advertiser	Name:	Patriot Majority - Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	— Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Povenue Codes	POLITICAL/ACY PISSUE GEN	— Agency External ID:	

Bili Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	78	\$82,775.00	\$70,358.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$82,775.00	\$70,358.75	0.00
Totals	78	\$82,775.00	\$70,358.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	· · · · · · · · · · · · · · · · · · ·		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$82,775.00
Market	100%	\$306,574.07

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$73,577.78
KLVX	0%	\$0.00
KSNV-	0%	\$0,00
KTNV	23%	\$70,512.04
KTUD	0%	\$0 .00
KVVU	19%	\$58,249.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$21,460.19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
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	WAKE (JP WITH 1	THE WAGI	NERS									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				t		

Print Date: 09/17/12 11:10:46

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Order / Rev:

106562

06852078

Advertiser:

Patriot Majority

Ålt Order #: Flight Dates:

09/13/12 - 09/22/12

Product Desc: Estimate:

Issue

1770

KSNV

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E 5 KSNV 09/15/12 09/15/12 News 3 Today - SATUKDM						Spots/Week								
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M-F Today Show II									:30	3	\$900,001	0.00 NM	3	\$2,700.00
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					<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					I	

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KSNV

Order / Rev:

106562

Advertiser:

Patriot Majority

Ält Order#: Flight Dates: 06852078

09/13/12 - 09/22/12

Product Desc: Estimate: Issue

1770

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12 KSNV	09/13/12	2 09/26/12	Noon News	CM	12-1230pm	MTWTF	:30	4	\$425.001	0.00 NM	5	\$2,125.00
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	3 AT NO		B EINEO A TIMO									
	rt Date	End Date	<u>Weekdays</u> MTWTF∽-	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
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E 13 KSNV		2 09/26/12	Dr. Phil	СМ	3-4p	MTWTF	:30	4	\$450.001	0.00 NM	5	\$2,250.00
COMMI DR. PH		PLY TO SUI	Dr Phil B LINES A THRU	В								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	/13/12	09/19/12	MTWTF	4	\$450.00	0.00						
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	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/19/12	MTWTF~~	4	\$700.00	0.00			4700.004	0.00 MB4		ቀሳ ባባስ ሰብ
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			M-F Wheel	CM	7-730pm	MTWTF	:30	4	\$1,300.001	0.00 NM	5	\$6,500.00
			M-F Wheel of Fo B LINES A THRU									
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THE V	OICE		•	•								
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Order / Rev: Alt Order #:

106562

06852078

Advertiser:

Patriot Majority

Product Desc:

Issue

KSNV

Totals

78

\$82,775.00

Flight Dates:

09/13/12 - 09/22/12

Estimate:

1770

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots	Amount
E 23 KSNV 09/16/12 09/16	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1P-9PMS	:30 1\$10,000.001	0.00 NM 1	\$10,000.00
E 23 (1011) 00/10/12 00/10/	NFL Football	,, -,,,,,	·		
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E 24 KSNV 09/13/12 09/19	12 M-F News 3 at Eleven CM	11pm-1135pm MTWTF	:30 3 \$1,100.001	0.00 NM 3	\$3,300.00
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E 25 KSNV 09/15/12 09/15		11pm-1135pmS-	:30 \$1,100.001	U.UU NIVI	\$1,100.00
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